

Project Name: *Connect Project*
Agreement Type: *Unilateral (Cooperative Agreement)*
Duration: *Oct 2006-Sept 2011*
Maharashtra, Karnataka, Andhra Pradesh, Tamil Nadu and
Geographic Scope: *Pondicherry*
Technical Assistance Agencies: *YRG CARE, ILO, University of Manitoba and FICCI*
Implementing Agency: *Population Services International (PSI)*

DESCRIPTION:

The Connect Project is one of three components under the umbrella of the \$49-million Enhance Project and seeks to leverage and build public-private partnerships to increase the use of prevention care and treatment interventions that will prevent/mitigate the effects of HIV/AIDS. The Connect Project plays a facilitating role to encourage leadership and networking between the organized and unorganized private sector, NGOs and government facilities to provide the prevention to care continuum of services. The project is led by PSI and implemented in partnership with Y R Gaitonde Centre for AIDS Research and Education (YRG CARE), University of Manitoba and the Federation of Indian Chambers of Commerce and Industry (FICCI), which has a nationwide membership of over 1500 corporations.

KEY ACTIVITIES:

The Connect Project aims to promote a vigorous commercial sector response to HIV/AIDS by using the following innovative models of private sector engagement:

- **Broad reach model:** A total of 1000 companies in Karnataka and coastal AP will be mobilized to adopt and implement workplace HIV/AIDS policies and programs with an emphasis on both formal and informal workers.
- **High intensity network model:** In selected locations with high levels of prevalence, risk behavior and industrial intensity, groups of companies will be approached to develop, fund and implement highly visible HIV prevention to care programs for informal workplace audiences or other risk groups.
- **Adoption model:** Existing interventions in six ports will be expanded and strengthened into comprehensive prevention-care-treatment interventions, supported over time by the CSR contributions of private enterprise.
- **PPTCT Models:** Three models of private sector PPTCT delivery in Vizag, Chennai and Bangalore will be developed and implemented for effective service provision and learning for future expansion.

In addition, two strategies that are currently being explored include networking and advocacy with insurance and pharmaceutical companies to assess best practices and policies related to these industries that are essential to the lives of PLHA. The Project also seeks to support the Indo-US Corporate Fund to leverage financial commitments from the private sector and currently provides TA in private sector programming on HIV/AIDS to USG partners, state governments, the national government and other stakeholders.

KEY ACHIEVEMENTS:

- Facilitating the design and development of India's first group insurance scheme for people living with HIV/AIDS through a public-private partnership.
- Mobilizing over \$50,000 from industries in first year of launch for workplace interventions, HIV Policy development and HIV prevention, care and treatment activities through corporate social responsibility initiatives.
- Provision of technical assistance to National AIDS program on PPP and Mainstreaming activities as outlined in the NACP-3, including supporting Technical Support Units in Karnataka and Andhra Pradesh.

CONTACT INFORMATION:

USAID/New Delhi: Ms. Lalita Shankar, Project Management Specialist- HIV/TB Division, Office of Population, Health & Nutrition, USAID, Chanakyapuri, New Delhi – 110 021, Tel: 91-11-2419 8520, email: lshankar@usaid.gov; Web-site: <http://www.usaid.gov/india>

Agency contact (current): Sanjay Chaganti, Program Director, PSI, 2nd floor, 379 Vishwanatha Krupa, 13th Cross, Upper Palace Orchards, Sadashiv Nagar, Bangalore-560 080, Tel: 91-80-41712326/27/28, Fax: 91-80-41712325 email: schaganti@psi.org.in